



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Board Meeting FINAL Minutes

October 16-17, 2017 – 8:00 a.m. PDT

Chrysalis - Bellingham, WA

1. Call to Order/Establishment of Quorum

President Friccero called the meeting to order at 8:06 a.m. Present were board members Christensen, Solberg, Williams, Gibbons, and Johnson, who participated telephonically. Woods was excused. A quorum was established.

Staff present were Executive Director Martello, Program Manager Padilla, and Finance Administrator Aspelund.

2. Approval of Agenda

Christensen moved and Solberg seconded to approve the agenda as amended to include item 6.b.ii., BBSRI Port Moller Test Fishery Expansion. **MOTION CARRIED UNANIMOUSLY.**

3. Approval of Previous Minutes

a. September 18-19, 2017

Christensen moved and Williams seconded to approve the September 18-19, 2017 minutes as presented. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

President Friccero recognized members Michael Jackson, Mike LaRussa, and former sustainability committee industry representative, Anne Mosness.

Jackson commented on the quality of the new marketing assets. He said they were very well received by the fleet and were supporting Bristol Bay direct marketers.

LaRussa noted his desire to participate more actively with the BBRSDA particularly on sustainability related efforts.

Mosness informed the board of some recent fishery related publications to which she contributed and highlighted her ongoing effort to sell and promote Bristol Bay Sockeye.

5. Executive Director Report – Martello

Williams moved and Christensen seconded to approve the Executive Director report as written. **MOTION CARRIED UNANIMOUSLY.**

Meeting recessed at 8:49am PDT and reconvened at 9:03am PDT

6. Committee Reports & Recommendations

a. Marketing – Williams

i. Retail Update

Consenstein and Fanning of Rising Tide Communications and Jones of MRJ and Associates, provided a brief recap of the 2017 marketing campaign and retail outreach. They walked through the successful October in-store demos with retail partner Lunds & Byerlys and outlined the current schedule for retail partnership through the end of 2017. The board, staff, and contractors expressed their gratitude towards the MN fishermen who participated in in-store demos and agreed that fishermen brand ambassadors should continue to be developed for the marketing program.

RTC recommended that future marketing efforts include a mix of retailer relationships and presence: smaller retailers with high touch, high engagement and larger retailers with a larger reach, but lower engagement. RTC advised that an analysis of both could help guide how marketing dollars are most efficiently and effectively utilized. Jones noted that smaller high engagement retailers generate some high quality trade press.

The board discussed the best way to educate membership on the marketing campaign. Martello advised she would look into providing a guest speaker for the June meeting to speak with membership.

Meeting recessed at 10:20am PDT reconvened at 10:40am PDT

Benjamin Blakey of Northline Seafoods provided a presentation to the board of their new processing barge to be staged in the Bay during the 2018 season. Northline Seafoods is looking to preserve the value of wild salmon at the source through a value-retention processing model that will produce a consistent-quality fish at high-volumes. Their innovative production process intends to allow for better recovery rates and a longer shelf-life for the product.

Northline will stage its 100ft+ processing barge in Bristol Bay and act as both a tender and processing facility. They intend to provide slush ice to bay boats, speed up offload times, utilize a CQR reader to assess quality at offload, and freeze to sushi grade in the round.

Blakey encouraged any BB stakeholders to reach out to him directly for more information on the program and advised the board he would be at the Pacific Marine Expo, should they have more questions.

Meeting recessed at 12:05pm PDT and reconvened 1:25pm PDT

b. Sustainability – Johnson

i. Economic Impact Report

No action taken at this time.

ii. BBSRI Port Moller Test Fishery Expansion

BBSRI provided a proposal to the board seeking funding for an additional boat to sample beyond Station 12 for one month in both 2018 and 2019. The additional research project would investigate whether including test samples beyond Station 12 would improve forecast accuracy, whether descriptors (ocean currents, water temp., etc.) could be used to predict the run makeup beyond Station 12, and would compare the effectiveness of monofilament gillnet to multi-filament gillnet.

The board did not reach consensus and further discussion on this topic would be pursued at the next sustainability committee meeting.

Member LaRussa encouraged the board to provide clarification to membership regarding the activities the organization could engage in and those that were prohibited. Solberg suggested a brief one page summary to be available for membership at Expo. Martello advised staff would produce this for distribution at Expo.

c. PR/Outreach – Solberg

Solberg said the 2017 townhall series was valuable, but was interested in offering a more informal event to encourage member participation in 2018. He suggested a reception/evening event to be hosted after a board meeting. Martello advised staff would investigate costs associated with such an event.

Solberg and staff agreed to produce an informational pamphlet for Expo attendees to advise membership on what projects the RSDA was pursuing as well as mail out an informational postcard pre-Expo to advise of Expo event and solicit member emails.

d. Finance – Solberg/Aspelund/Martello

Solberg presented the draft 2018 budget produced by staff and requested board approval of a total budget cap and class caps. Solberg advised that these budget and class caps were not fixed, if committees recommended additional projects to the full board, those dollars could be added to the budget at any time with board approval.

i. 2018 DRAFT Budget Review

1. Total DRAFT Budget Cap

Christensen moved and Solberg seconded to approved the 2018 Draft Budget as presented with a total budget of \$1.829 million.

MOTION CARRIED UNANIMOUSLY.

2. DRAFT Class Caps

Christensen moved and Williams seconded to approve the 2018 Draft Budget Class Caps as presented:

Organization: \$187K
Administration: \$149K
Marketing: \$722K
Quality: \$542K
Sustainability: \$229K

MOTION CARRIED UNANIMOUSLY.

Meeting recessed at 3:00pm PDT and reconvened at 3:15pm PDT in executive session.

Executive Session

Williams moved and Johnson seconded to go into Executive Session at 3:15pm PDT to discuss legal and personnel issues. **MOTION CARRIED UNANIMOUSLY.**

Williams was recused from Executive Session at 4:20pm PDT.

Solberg moved and Christensen seconded to come out of Executive Session at 5:19pm PDT with Williams' travel appeal having been approved. **MOTION CARRIED UNANIMOUSLY.**

Meeting recessed at 5:20pm PDT and reconvened at 8:09am PDT on 10/17. Johnson and Wood were excused.

e. Quality – Gibbons

i. RSW Discount Program

1. Legal Opinion

Board discussed the legal opinion on a RSW Discount Program provided by Loeb and Loeb, LLP. Christensen disagreed with the opinion presented in the legal review that a RSW rebate program held a greater risk than a RSW resale program.

Williams moved and Gibbons seconded to approved the Loeb and Loeb, LLP 8-10-2017 legal opinion *Option for Discounts on Refrigerated Sea Water Unit to Members* and the program parameters outlined in the opinion.

MOTION CARRIED 4/1 with Christensen opposing.

2. Program Outline

Staff presented a Program Outline detailing program administration, management, accounting, and strategic goals. Solberg noted his reservations for the program as a whole and felt that this program was not the most effective or efficient way for the organization to achieve its quality mission.

Williams moved and Gibbons seconded to approve the Program Outline as amended.

MOTION CARRIED 4/1 with Christensen opposing.

3. Draft Program RFPs

Williams moved and Gibbons seconded to approve and release the Warehousing Request for Proposal as amended.

MOTION CARRIED 4/1 with Christensen opposing.

Williams moved and Gibbons seconded to approve and release the Manufacturer Request for Proposal as amended.

MOTION CARRIED 4/1 with Christensen opposing.

ii. RSW Consultations

Staff outlined the updated RSW Consultation proposal.

Williams moved and Gibbons seconded to approve \$25,000 in FY 18 for the RSW Consultations Program with Marine Refrigeration Solutions. **MOTION CARRIED UNANIMOUSLY.**

Board discussion on additional quality initiatives followed. Buckley suggest refer tech scholarships, a research project on new net materials that could reduce damage to salmon, and investigating options to make repair and maintenance materials more available in the Bay in-season. Friccero encouraged the Quality Committee to revisit these topics at their next scheduled meeting.

7. Miscellaneous Business

NONE.

8. Future Agenda Items

GCI coverage in Bristol Bay

Review of AML Discount Program

Review of Travel Policy

9. Review Next Meeting Dates

a. November 14-15 – Seattle, WA

b. January 24-26 – TBD

c. March 1-2 – Anchorage, AK

10. Adjourn

Christensen moved and William seconded to adjourn the meeting. **MOTION CARRIED UNANIMOUSLY.**

Meeting adjourned at 12:07pm PDT.